



Getting Started Guide for SurPaaS[®] Marketizer[™]



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1. Introduction

This guide provides the list of prerequisites required for Marketizer flow. The collected information helps you to complete the flow seamlessly.

2. Prerequisites for Application Deployment

Below are the prerequisites for deploying an application in SurPaaS Marketizer:

1. Application must be web accessible or must have privilege for multi-user Remote Desktop usage for the customers to access an application as a service over web.
2. New deployment installation is required, as associated services will be installed to enable monitoring and marketization of an application.

Note: *New deployment installation must not contain any customer or transactional data.*

3. Isolate the deployment from the production or other stake holder environment(s) and ensure the following:
 - a. Installation must be done in isolated Virtual Network so that rest of the production and test environments remains secure.
 - b. Installation must have only minimal number of ports opened for public access (ideally port 443 on web server machine) to ensure security.
 - c. Security port configurations must not be shared with VM(s) outside the specified deployment for security reasons.

3. Prerequisites on Access Permissions & Expertise

User must have the knowledge or access to the following information to make an application publish-ready via SurPaaS Marketizer:

- On installing and configuring the application.
- On writing basic scripts for automating configurations once application is launched from image.
- On business domain of the application.
- On how the application should be sold on marketplace with respect to **Positioning, Value, Competitive Pricing** etc. This is required while adding subscriptions and usage based metering to determine the usage based billing for the end customers.

How long will it take?

- a. Making an application *Publish-ready* takes only few hours in SurPaaS. Ensure that you have the relevant information available for seamless workflow progression.
- b. Publishing an application on marketplace will take few days to few weeks to go through standard approval, preview and go live cycle by Azure marketplace team.

4. How to get Cloud Account Details for SurPaaS

Refer to “**How to get Cloud Account Details for SurPaaS**” guide.

5. MPN (Microsoft Partner Network) Account

To publish your offers to Azure Marketplace or AppSource, you need to create an account in the Commercial Marketplace program in Partner Center.

For more information on MPN account, refer to the URL given below:

<https://support.microsoft.com/en-us/help/4500026/enroll-and-subscribe-to-your-microsoft-partner-network-membership-in-p>

6. Subscription Plan Readiness

Applications are sold on marketplace as different subscription plans. Keep your subscription plans ready by coordinating with the respective stakeholders (say, marketing team, sales team, etc.,) to expedite the process of publishing the product in marketplace.

Consider the following points while defining your subscription plan:

1. Microsoft charges 20% of the subscription cost as Marketplace Service Fee.
2. It is recommended to have the first plan as a zero dollar private plan (a Try-on plan) that is visible only to your organization.
3. It is recommended to have 1 month Free Trial to at least one of your public plan(s) for attracting customers.